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62,00

ZVOLANEK'S

*Florists' and Private
Gardeners' List of*

U. S. DEPARTMENT OF AGRICULTURE

JUL 23 1925

SWEET PEA SEED

June 1925 to June 1926

—

*The Highest Developed Types of
Sweet Peas Obtainable*



TO protect our friends from fraud every package of our Winter Flowering Sweet Pea Seed must bear our above Trade Mark or they are not Zvolanek's. Do not accept any others as genuine.

—

Ant. C. Zvolanek & Sons

Established 1889-1890

SWEET PEA RANCH

Lompoc, California

Zvolanek's Sweet Peas

What We are Doing for the Sweet Pea World

We are always aiming to give something better to the Sweet Pea world; a Sweet Pea better than the year before. Something in a larger flower, better color, longer stem, more flowers to stem and a larger producer. A Sweet Pea that will bloom real early and keep blooming. Our Zvol. Rose was the leader in this class. Since then we have introduced many different shades of this type of sweet peas. Something that was a different shade all together and not like some of the newer novelties that are now being introduced by other firms. Some are so close in color to the old standard types that only an expert could pick them apart if they were put together in a bunch. Some are so near in size and color it is almost a shame to give them a name.

This season we have even exceeded our fondest expectations by producing a new giant semi-double type that is half again as large as the famous Zvol. Rose. This new Sweet Pea we have produced only thru the hardest kind of work hybridizing and reselecting, and we earnestly say that they are the best in size, stem, color and flowers ever seen. They will be the revelation of the sweet pea world just as Zvolanek's Rose has been ever since its introduction.

What we have been doing in the producing line of newer and better sweet peas will be readily seen if the Florists Exchange of March 28, 1925 issue is consulted on the 12th International Flower Show, New York City. 1st Prize for private growers, eight out of eleven, were Zvolanek's; 2nd Prize, six varieties were all Zvolanek's, and the other exhibit one was Zvolanek's. This in itself was a walk-away, as our firm was in no way represented with the usual propaganda. Growers exhibited these varieties of sweet peas on their own merits. Thanks to the Florists Exchange in mentioning the names of each variety, which is of the greatest help to the florist and grower in selecting newer and better varieties. Other trade papers could also help the grower by doing the same.

Again at Kansas City National Flower Show, 1st Prize was carried off by The William Rock Flower Co. of Kansas City, Mo., with a wonderful exhibit, where Zvolanek's Sweet Peas were used exclusively.

We are not only producing better Sweet Peas than ever but will continue to do so right along.

Many seed firms are advertising Zvolanek varieties, but seed grown by Zvolanek & Sons must be in our own packages bearing our Trade Mark to be genuine. Accept no other which is claimed to be just as good.

TERMS

All orders with remittance will be sent prepaid to any part of the Postal Union at 6 per cent. discount. Seed purchased thru agents at agents discount if any. With orders not accompanied by remittance postage will be added, and if party is not known will be sent C. O. D., unless other agreements are made in advance.Owing to difference in rates of exchange foreign orders should be accompanied by postal money order or draft. Foreign orders cannot be insured. To insure delivery of all foreign orders, first-class postage should be added, otherwise we cannot be held responsible for delivery.

Most of the Varieties will be ready for shipment about July 10, while novelties will be ready in August.

We thank our many friends and customers for all past favors and respectfully solicit a continuance of the same. Visitors welcome by appointment.

Sincerely yours,

ANT. C. ZVOLANEK & SONS,
LOMPOC, CALIFORNIA.

Novelties for 1925-1926

ZVOLANEK'S PRINCESS—A light salmon, immense in size, does not fade out; long stem, mostly fours. Larger than Zvol. Rose.

ZVOLANEK'S SWEETHEART—A dark salmon, slightly touched with orange; extra giant size, long stems, mostly fours. We predict this sweet pea to take the sweet pea world by storm.

ZVOLANEK'S SUNBEAM—A large pink, about the color of Rose Queen but about twice as large. A flower with some life to it. The finest Sweet Pea ever produced in this color. Long stems, mostly four flowers.

ZVOLANEK'S KANSAS CITY—Fine large Xmas Red color; a color by itself, large red flowers with extremely long stems and all fours.

ZVOLANEK'S PHILADELPHIA—Fine large clear lavender that has a tendency to bloom a week in advance of all other lavenders and a great producer.

ZVOLANEK'S SANTA BARBARA—A very large fiery orange, a little larger than Zvol. Rose; extra long stem. The finest orange we have ever produced. Will outclass anything ever seen in this color. Does not burn.

ZVOLANEK'S LAVENDER VENUS—The same type of flower as Zvolanek's Venus except that the edge of standard is lavender instead of pink, showing a clear cut edge of lavender. Long stems, mostly fours, seed spotted same as all lavenders. Something new in color.

ZVOLANEK'S SENORITA—Light pink on cream, having appearance of buff pink, edges of wings slightly darker pink. An extra large flower with extra long stems.

ZVOLANEK'S EMPRESS—An extra deep rose on cream, very large and long stems. A fine sweet pea in every way.

Price on each: $\frac{1}{4}$ ounce \$4.00; 1 ounce \$12.00.
Crop ready about August 1st.

Regular Zvolanek Varieties

ZVOLANEK'S EXQUISITE—Color dark pink with a touch of orange throughout, giving the flower a lively appearance. Flowers of immense size on long stiff stems with nearly all fours. Holds its color and is a free bloomer. Ready August 1st.

ZVOLANEK'S AMBEROSE—An extra large rose color, suffused with amber throughout, giving a most pleasing effect. The best in the market in this shade. The flowers are immense in size and very wavy. Nearly all fours on long stems. Ready about August 1st.

ZVOLANEK'S LAVENDER—This fine novelty is of pure lavender throughout with no suspicion of Mauve. The flowers are of immense size with very long stems and a free bloomer. Once tried it will always be in demand. Slightly lighter than Ed. Zvolanek.

ZVOLANEK'S WHITE ROSE—The same size and shape as Zvolanek's Rose, but a pure white. A vigorous grower with heavy foliage and extra long stems with mostly four flowers. White seeded. Ready August 1st.

ZVOLANEK'S XMAS TRIUMPH—A wonderful pink and white, very dark brilliant pink standard, white wings and cream keel. A strong grower with extra large flowers. Holds its color throughout until the last. A leader of its class. Ready August 1st. Price on each: 1 oz. \$2; 4 oz. \$6; 1 pound \$20.

ZVOLANEK'S IMPROVED MISS IRENE PILAT—An extra large light salmon pink of finest color does not fade in strongest sun. A beautiful shade for every flower design. Strong grower with extra long stems. Short Crop

ZVOLANEK'S PERFECTION—Dark pink or bright dark rose of very large size, practically the same type as Zvolanek's Rose. Holds color to the last. Crop ready August 1st.

ZVOLANEK'S COMET—A fine commercial cream pink or light salmon, resembling light coral in color which is difficult to describe. Extra long stems, hardly any threes, and if well grown majority of flowers produce double standards or wings.

ZVOLANEK'S XMAS GEM—The same color as the Famous Xmas Pink, only double the size. Extra robust grower with mostly four large flowers to a long heavy stem. The largest pink and white on the market.

ZVOLANEK'S BLUE WONDER—A wonderful large clear blue, the same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine.

ZVOLANEK'S BLUE SENSATION—A self of clearest blue. Does not fade or change color in the strongest sun. Robust grower with mostly fours to a long stem, Extra large flowers.

ZVOLANEK'S IMPROVED PALE BLUE—The largest and clearest pale blue or silvery blue introduced by anyone. A robust grower and mostly four flowers on extra long stems.

Price each: 1 oz. 75c; 4 oz. \$2.75; 1 lb. \$10.00.

ZVOLANEK'S WHITE—The largest white seeded white; the flowers are wide apart with nearly all fours; majority with double wings or standards. The very best commercial white.

ZVOLANEK'S SWAN—The very best commercial black seeded white; rather short grower with very large ruffled flowers. Foilage heavy. Improved.

Price: 1 oz. 75c; 4 oz. \$2.75; 1 lb. \$10.00.

ZVOLANEK'S PINK—Practically the same as Zvolanek's Rose, but slightly darker, and a very strong grower. Many growers claim it is hard to distinguish from Zvol. Rose. The standard is very large and round, making it appear much larger. A fine sweet pea in every way.

ZVOLANEK'S ROSE—This is the very best commercial sweet pea. Everyone who has tried it cannot say enough for it and want it again in larger quantities. The flowers are the most beautiful self-rose color, double the size of Mrs. Skach; holds its color to the last and is a free bloomer, also unexcelled for outdoors.

Price each: 1 oz. 50c; 4 oz. \$2.00; 1 lb. \$8.00.

ED. ZVOLANEK—Purest lavender, similar to Mrs. Chas. Zvolanek in color but very large. A good bloomer in darkest winter. If well grown the

majority of the flowers produce four to a long stem with double wings or standards. This variety is a great improvement over all other lavenders. Crop ready August 1st.

Price: 1 oz. \$1.00; 4 oz. \$3.00; 1 lb. \$12.00.

All the above varieties will excell any other peas for indoors or outdoors.

ZVOLANEK'S LIMIT OR GIANT SWEET PEA—These sweet peas are the largest in existence and we firmly believe they are developed to the point where size of bloom must cease. They are not commercial varieties, but are excellent for exhibition purposes. They should be grown at about the same temperature as other sweet peas until buds begin to show, then the temperature should be raised gradually. They require from ten to fifteen degrees more heat than other winter flowering types or they will not open. Sometimes they even require a little help before they will open. A poor seeder, necessarily the price will always be high.

ZVOLANEK'S XMAS PINK LIMITED—Pink and white.

ZVOLANEK'S RED LIMITED—Bright red.

ZVOLANEK'S WHITE LIMITED—Black seeded white.

ZVOLANEK'S PRIMROSE LIMITED—Cream suffused with bronze and pink.

Price on each: $\frac{1}{2}$ oz. \$3.00; 1 oz. \$5.00.

OUR STANDARD VARIETIES PINK COLORS

MISS LOUIS GUDE—A very large shell pink and has been largely grown by the largest commercial growers since its introduction.

Price: 1 oz. 50c; 4 oz. \$1.75; 1 lb. \$5.00.

MRS. A. A. SKACH—The well known variety of the clear pink color. Crop ready August 1st.

MRS. SIMS ORCHID—Light pink and well to do as a market variety.

ROSE QUEEN—Is the same in every particular as Mrs. Sims Orchid.

ZVOLANEK'S ELITE—Shell pink on yellow ground; very large and tall grower with long stem and majority of four flowers. Ready August 1st.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

(BI-COLORS).

ZVOLANEK'S XMAS PINK ORCHID—This is one of the florists. Keeps its color well for days without fading, and recommended by everyone. Crop ready August 1st.

Price: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

WHITE AND BLUSH COLORS.

BRIDAL VEIL—Well known white seeded white, and highly praised by any commercial florist. Crop ready August 1st.

WATCHUNG ORCHID—Large and good free bloomer, it is usually a little pink on the standards, but changes to a pure white when full open. Improved.

MRS. M. SPANOLIN—Well known black seeded white, curly flowers on long stem.

VENUS—Best shaped flower, white edged pink, most extensively used and highly praised by all growers. Black seeded.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

LAVENDER AND BLUE.

MRS. CHAS. ZVOLANEK—A leader in lavenders. Beautiful clear lavender of great size and very best color. It does not change its color in winter, and is unexcelled for outdoors. Ready Aug. 1st.

LAVENDER SPANOLIN—Practically the same color as Mrs. Chas. Zvolanek, only the flowers are curved like the white variety of the same name. Many florists are growing it half-and-half with the former. Crop Ready August 1st.

ZVOLANEK'S BLUE—Of the Blue Jay color, and a good commercial blue.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

DARK BLUE AND MAROON.

ZVOLANEK'S MARQUIS—True navy blue and perfect orchid type.

ZVOLANEK'S LILAC—A very large lilac, and if well grown standards and wings will be double.

BLACK LADY—Dark maroon self. Ready August 1st.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

ORANGE, SCARLET, RED AND DARK ROSE.

ZVOLANEK'S BEAUTY—Clear fiery dark rose; a color by itself. Very large flowers which are wide apart, consequently making large bunches when cut.

MISS Y. GILBERT—Several years ago we discarded this variety but are again putting it on the market. A begonia-rose self, very similar to Burpee Cheerful only outclassing it in every way. Crop ready August 1st.

ZVOLANEK'S ORANGE—The color is a fiery scarlet orange, nothing like it in any other sweet pea. Very long stems with nearly always four flowers. It is the same size and shape as the well known Miss L. Gude. Very widely known by all commercial growers. Crop ready August 1st.

ZVOLANEK'S RED—The largest and best of all existing Red Sweet Peas, and holds its dark color to the very last; also excellent for outdoors. Crop ready August 1st.

ZVOLANEK'S CARMINE—A very robust grower on extremely long stems with nearly all fours to the stem. Slightly darker than Zvolanek's Beauty.

MISS FLORA FABING—One of the largest winter sweet peas of rose pink color. Very tall grower. Crop ready August 1st.

YARRAWA—Almost the same as the former in color and habit, only the standard is more hooded. Ready August 1st.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

LIGHT SALMON, APRICOT and FANCY COLORS

GUDEMORE—Color is yellow, marbled with clear pink. It is one of the most artistic sweet peas, and fits in almost any design.

GOLDEN ORCHID—Creamy Yellow.

ZVOLANEK'S PRIMROSE—Cream color flushed with pink and bronzs edge, extra large flowers with nearly all fours to a long stem.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

ZVOLANEK'S MIXTURE—This mixture consists practically of all the best Zvolanek varieties, besides some of the new ones not yet introduced. A row of these sweet peas are a revelation to every sweet pea lover.

Price: 1 oz. 30c; 4 oz. \$1.00; 1 lb. \$3.00.

ZVOLANEK'S WINTER FLOWERING SEMI-CUPID—

This is our new type of early flowering sweet pea. It grows only about 18 inches high, does not climb but creeps like the Verbenas and is covered with masses of very large flowers with exceedingly long stems from 12 to 15 inches. They make an excellent border for outdoor planting, or they can be used as a pot plant just like the cyclamen. Color pink and white. Ready about August 1st.

Price: $\frac{1}{4}$ ounce \$5.00.

**ZVOLANEK'S WINTER FLOWERING CUPID
SWEET PEAS.**

We have had this type of creeping sweet pea for several years but have not introduced them as they are only suitable for pot plants or for a border outdoors. We do not recommend them as a commercial variety, but they are excellent as a novelty. Large flowers with stems from 6 to 8 inches long.

ZVOLANEK'S XMAS PINK CUPID—Pink and white.

ZVOLANEK'S BLUE CUPID—Same color as Zvolanek's Blue.

ZVOLANEK'S PALE BLUE CUPID—Pale blue.

ZVOLANEK'S WHITE CUPID—White seeded white.

Price on each: $\frac{1}{4}$ ounce \$2.00.

We can always supply the following varieties. All grown by Zvolanek & Sons. Crop ready August 1st.

CHEVALIER—Slightly darker than Zvolanek's Beauty, and with cream keel.

HARMONY—A good clear lavender.

MISS SPOKANE—Peach red, standard orange scarlet.

QUAKER LADY—Light lobelia violet deep lavender.

KING TUT—Rose pink, standard wings, slightly lighter.

MRS. KERR—Rich salmon, overlaid with soft tinge of orange.

BURPEE ORANGE—Glistening orange.

MRS. W. HARDING—Pale blue, or Harding blue.

STARLIGHT—Pale blue.

IMPROVED SNOW STORM—White seeded white.

GLITTERS—Orange scarlet.

CHEERFUL—Begonia rose.

GREANDIER—Scarlet.

Price on each: 1 oz. 40c; 4 oz. \$1.25; 1 lb. \$4.00.

WARRANTY

All varieties in this list are true and fixed as represented. Should any mistake occur by us, we will return the full amount paid for the seed or replace the same, but we will not be responsible for a failure caused by climatic conditions or neglect of the grower. We are interested in your Sweet Peas, even after the seed has germinated, and any questions will be cheerfully answered.

Most of the commercial varieties will be ready to ship about the middle of July. Please send your order early. We are usually sold out early each year, and perhaps of such varieties as you may need. In case of shortage or failure of crop we will take the liberty of substituting with the best and nearest color, as this list is made out just before the harvest, and we are not yet certain about the crop. If no substitute is wanted mark your order—"No substitute."

Owing to the late rains some of the crop will be later than usual.

TESTIMONIALS

Rye, New York, July 10, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Dear Sirs:—

I have a very small greenhouse in which to grow nearly everything, including carnations. I tried your sweet peas last year as well, and had wonderful success with them. Two years before that I tried another growers seed, and did not get a blossom. My boss was very pleased, for he had said no sweet peas could grow where carnations grew with success.

Daniel Ricceo,
Gardener to Mr. A. A. Forrest.

Toronto, Canada, July 11, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Dear Sirs:—

I like to recommend your seed. For instance, a Mr. Carlton, at Lambton Mills, had a wonderfully successful lot of Sweet peas from your seed last winter; he is greatly pleased with the results, tells me that he has letters from Montreal florists telling him that they are the finest peas that reached Montreal last season. I gave him one of your catalogues a year or two ago with the above results. There is another man out on the same road, whose name I have forgotten, who grew your peas through me telling him of them.

Yours truly,

W. J. Smith.

New Orleans, La., Dec. 10, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Gentlemen:—

Well your life history and all your work to give to the world Ant. C. Zvolanek & Sons Winter Flowering sweet peas of today is an everlasting monument to you, it does not matter what others say or do.

Wishing you continued success and a Merry Christmas and a Happy and Prosperous New Year, I am

Yours sincerely,

Richard Eichling.

Bennington, Vt., July 16th, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Dear Sirs:—

We have some of your sweet peas for this summer and have been very much pleased with the colors and bearing qualities of them.

Yours truly,

Mrs. J. L. Griswold.

201 Silver Street.

Whitinsville, Mass., June 26, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Gentlemen:—

We were perfectly satisfied with the sweet peas that we got from you last year. They were the finest and most beautiful lot that I had ever received.

Yours truly,

James McBratney.

Linglestown, Pa., July 29, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Dear Sirs:—

I have tried your new sweet pea, Zvolanek's White Rose, longest stems and the largest flowers I have ever seen, and are very easy to grow.

Yours very truly,

Geo. L. Brickner.

City Point, Florida, Sept. 18, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Gentlemen:—

I have planted and raised your sweet peas for several years on my place for show purposes and they have been greatly admired by thousands of tourists who pass my place every day during winter.

Yours truly

M. J. Ribsam.

Edmonds, Washington, January 9, 1925.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Gentlemen:—

This is the fourth season that we have ordered our Sweet Pea Seed from you which gave us satisfactory results every time.

Yours truly,
Westwold Farm,
David Wheland, Prop.

Bayside, New York, July 11, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California,

Gentlemen:—

After good success with your seeds last year, we are desirous of again growing them.

Yours very truly,
F. M. Richter.

Sherman, Texas, September 8, 1924

Ant. C. Zvolanek & Sons,
Lompoc, California,

Dear Sirs:—

Every year we use your seed and they were finer last season. We are having it terrible hot and dry here, thermometer reaching 100 most every day, and no rain. Send seed at once by parcel post.

Yours,
H. O. Hannah and Son.

Lincoln, Nebraska, October 13, 1924.

Ant. C. Zvolanek & Sons,
Lompoc, California.

Gentlemen:

We are very much pleased with the peas we have been growing from your seed.

Yours truly,
August Eiche.

Short Commandments on Sweet Pea Culture...

Soak seed in water until swelled up. Never soak white seed.

1. Any soil is good except heavy clay or too much sand for Sweet Peas.
2. Work the soil at least 18 inches deep, 2 feet is better with plenty of rotten stable manure. Cow manure is the best, use some lime and crushed bone.
3. Tramp the soil down firm; never plant in loose soil.
4. Take the hose and water down to the base. Let stand a few days until moderately moist.

NEVER PUT THE SEED IN TOO WET SOIL.

5. Rake off the surface nice and smooth, make rows and drop seed not over two inches deep, and two inches apart. Rake off again. **DO NOT WATER UNTIL ALL THE SEED IS UP AT LEAST HALF AN INCH OUT OF THE SOIL.** (Nine tenths of the failures are caused by watering too soon). When the seed is all up give a good soaking about once a week. It is better to keep moisture below than on top. Do not plant sweet pea seed when the weather is too hot, shade the glass first.
6. When all seed is up thin to at least 6 inches apart, if outdoors cover the rows with old strips of wire neting to protect the young plants from birds. All birds like the tender sweet pea shoots when just out of the ground.
7. Look from the start for Green Aphis. They are the greatest enemy. When you discover any, take the spray gun at once, load it with one part of 40 per cent. nicotine and 400 parts of water, if the sweet peas are out doors, in the greenhouse 1 to 600 will do if you spray them in time. Shoot any black birds that are around your sweet peas. They do not pick on the Aphis as many people think, but they feed most exclusively on the lady bugs, who are the greatest exterminator of Aphis. Protect all frogs, they feed only on insects. Build them little water ponds where they will propagate quickly and they will keep your garden free of insects.
8. Give the young plants good substantial supports so that they can climb from the start and have a chance to produce nice long straight flowering stems. Crooked stem flowers are worthless.
9. When the plants begin to bloom give them liquid manure water often, it will produce 100 per cent better flowers. Cow manure or a weak sheep manure solution is the best.
10. Pick daily, even the poorest flowers; it will lengthen the flowering season. Always keep the surface earth loose to about two inches. Never allow any crust on top.

We will send a package of mixed seeds free to any public institution upon request from proper authorities.

KANSAS CITY NATIONAL FLOWER SHOW, KANSAS CITY, MO.—ZVOLANEK'S SWEET PEA EXHIBIT.

WILLIAM ROCK FLOWER COMPANY

